

FINLAND - Chronology

1982

December JEG intelligence from Trade article that BAT had not launched as planned a brand in the Autumn of 1982 that sounded very like Barclay

Dec 24 RMC sent copies of Swiss articles (Illustré etc) to JEG and to Christian Reims.

1983

Jan 19 Memo JEG to WT.
"ATO has submitted the Barclay samples together with the article from the Swiss magazine "Illustré" to VTT, the Finnish State Research Laboratory. Yesterday, VTT reacted by calling Ms E. Byckling, head of the ATO laboratory. VTT disclosed that Suomen Tupakka had not to date submitted Barclay cigarettes to VTT for smoke analysis. VTT further informed that if Barclay cigarettes were to be analysed by VTT, VTT would most certainly in the analysis comment on the inaccuracy of the measurements caused by the Barclay filter. Therefore, the Medical Board will be made aware of the Barclay filter story when and if BAT was to submit an application for an Inspection Certificate"

March 3 RMC telex to HGA in Richmond (part)
"The reason I rang you was I wanted to advance the project of the visit of VTT to you in Neuchatel. Particularly in view of what is happening in the Benelux. Here is the text of a telex I had from JEG on Feb 24.

'Re VTT Finland
Discussed with ATO the idea of inviting Mr Maelkki of VTT to visit our new R&D center in Neuchatel. ATO confirmed that such an invitation would not be a problem for them.
For your information, VTT have been visiting BAT in London. Also, when Mr Osdene was in Helsinki he discussed with Mr Maelkki a possible visit to Richmond. I think though that ATO should inform the industry orally that PM would be inviting VTT to FTR.
I further told Mr Salminen that due to my vacation next week, Mr Gaisch may be in contact with him next week'

March 15 RMC telex to HGA
"Re Finland
My secretary told me that you were totally in agreement with the procedure outlined in my telex of March 3, where I copied to you the telex from JEG.
Most grateful if you could keep JEG directly informed of action you take as well as us here, so that he can look after the important liaison in Finland"

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- March 25 JEG telex to HGA copied RMC/JOG
 "Re: VTT Finland
 Seppo Salminen of ATO discussed with Professor Maelkki of VTT regarding the invitation to the FTR Research Center. He was very interested in such a visit. He is fully booked for the month of April. Generally, any dates in May could suit him, however, the most convenient dates would be May 18-19 as he could combine his visit to FTR with another trip.
 He also asked whether the invitation also would concern his researcher Ms Annukka Leppanen and also enquired whether somebody from ATO would accompany them.
 I think it would be worthwhile also to invite Annukka Leppanen and accept somebody from ATO, be it Martti Santala or Eva Byckling. Could you please send a letter of invitation to Professor Maelkki and refer to his discussion with Seppo Salminen of today and, if possible, propose the dates of May 18-19.
 Could you please copy Seppo Salminen on that letter and send a blind copy to me".
- May 20 HGA memo
 "Re: Visit by VTT Representatives to R&D
 This is to inform you that the visit by Prof Yrjo Mälkki and Mrs Annukka Leppänen from VTT accompanied by Mrs Eva Byckling of ATO took place as planned. The information on Barclay was passed on successfully and I believe that our presentation was fairly convincing. This, of course, does not necessarily mean that we are 100% safe in Finland to block an attempt by BAT to introduce Barclay".
- June 21 RMC memo to JOG
 "Barclay Area 1
 Confirming information given by JEG in phone call this afternoon.
- Norway
1. Extremely reliable source confirms HGA information that Barclay will be introduced in Norway in October.
 2. Strategy evidently will be to launch the product without number: By the time it becomes mandatory to print numbers (Jan 1 1984) product will have been on the market for three months.
- Finland
3. Same source confirms intended Finland launch on September 1st.
 4. Medical Board normally requires up to 6 weeks to give the Inspection Certificate, so measurement details would have to be given to the Medical Board mid-july. VTT usually takes two weeks to test, which means that product should be with VTT by the end of June. As of this week VTT had received nothing.
 5. Swedish Tobacco have been supplied with the new smoking machine mouthpiece, which they will pass to VTT. VTT will therefore be in a position to analyse Barclay with both the "traditional" and the newly designed mouthpiece.

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- June 21 RMC memo to JOG (cont)
Sweden
 6. It has again been confirmed that Barclay will not be launched in Sweden as long as the legal cases are pending in the other markets.
Lawyers meeting, Neuchatel July 19
 7. Christian Reims (Finland) is confirmed for this meeting. Stein Haugen is ensuring Mr I. Bachke (Norway) will also be available. Confirmation is being sought from Mr A. Stensham (Sweden) who is on vacation."
- June 30 HGA telex to JEG/JOG/RMC/BBB/FHD/Adkins
 "Mr Hjern from STA informed me this morning by phone that BAT had made a "scientific" presentation on Barclay to STA in the Sheraton Hotel, Stockholm on Wednesday June 22 which lasted from the morning until late afternoon. They showed slides, videotapes, smoking experiments - the lot.
 STA had sent only the head of their Import Department to the Sheraton. Their position was that they would not consider carrying Barclay until all legal litigations were settled.
 The following morning, June 23, Mr Hjern received a phone call from Mr Jansen, Norway, who asked him how the show had been. Mr Hjern told him that he had had other engagement and had not been able to see it. During this conversation, Mr Jansen let slip out that they were in possession of a certificate of analysis for Barclay from Finland. As the people from VTT had told us that they would refuse analysing Barclay, it might be that BAT had sent in a sample under a different name and thus misled the Finns.
 We are going to follow that one up. However, we must work under the hypothesis that BAT has already a lmg tar certificate valid for the Nordic countries".
- July 5 JEG memo to the three lawyers confirming the meeting July 19 in Neuchatel and requesting them to recommend, subsequently, an action plan on how to:
 a) stop the launch of Barclay in Norway and Finland
 b) proceed with legal action in the case that Barclay has been launched in our Scandinavian markets
- July 6 HGA telex to JOG ccFHD/BBB/JEG/Adkins
 "Re:Barclay Finland
 The telephone conversation with Ms Annukka Leppänen, VTT, took place this morning.
 Ms Leppänen confirmed that she was aware of rumours that Suomen Tupakka were preparing a Barclay launch.
 No such samples had been submitted to VTT under the Barclay name for analysis, but the possibility exists that a coded sample had been sent in earlier without being recognized by the lab technician and was analysed the conventional way.
 VTT has already taken steps to contact the Medical Board in order to discuss the issue. Ms Leppänen could not, at this stage, give me any assurances as to what action the government is going to take.
 However, she indicated that the intention is there not to allow Barclay as a lmg "tar" cigarette on the finish market.
 There is a problem for us. Even if the Finns block Barclay, what about Norway where a VTT certificate could also be used?"

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- July 19 Lawyers meeting Neuchatel. RMC memo confirming discussion and action points
- July 29 Telex from Christian Reims to HGA cc RMC/FHD/JEG
"Re: Product B Finland
Please be advised that today the Trade has been called to an introduction meeting in Helsinki August 10. The product will be launched on September 1.
My colleague representing the local RJR licensee has called the Medical Board and received unofficial confirmation from the one person there not on vacation that an inspection certificate has been issued. The person talked about a mistake at the State Research Center.
An inspection Certificate has been issued, the tests having been made under a code name. JEG will today check that the Swedishtests with the new holder and that holder have been dispatched to the Center I have also been in contact with Mr Salminen of ATO. This afternoon my colleague did receive the further info that the Center has held that under the present State Council Decision, they cannot test otherwise.
Center representatives have recently visited FTC in USA. The Medical Board is presently working intensively on a change of the present test rules of the State Council Decision. It was indicated that this change will also concern other matters than the actual case, obviously in the direction of further stringency with regard to contents.
It seems clear that the launch cannot be stopped, as requiring new tests will not lead to results.
It seems further obvious that the BAT game will lead to overall new problems for the industry, as was expected in Neuchatel.
I shall keep you informed of further developments"

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